

**FROMMER LAWRENCE & HAUG LLP****1191 Second Avenue****Seattle, WA 98101****Telephone: (206) 336-5690****Facsimile: (206) 336-5691****E-mail: Firm@flhlaw.com****FACSIMILE COVER LETTER**

**To:** Examiner Namrata Boveja  
**Firm:** U.S. Patent and Trademark Office, Group Art Unit 3622  
**Facsimile:** (571) 273-8105  
**From:** David W. Foster  
**Date:** October 27, 2010  
**Re:** U.S.A.N. 10/671,268 (FLH Docket No. 1361032-2273)  
**Number of Pages:** 3  
(including cover page)

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PTOL-413A (10-09)  
Approved for use through 07/31/2012. OMB 0651-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE**Applicant Initiated Interview Request Form**

Application No.: 10/671,268 First Named Applicant: Ravi Raj  
 Examiner: Namrata Boveja Art Unit: 3622 Status of Application: Published

**Tentative Participants:**

(1) John Chen (55,053) (2) Andy Chen (43,544)  
 (3) John Branch (41,633) (4) \_\_\_\_\_

Proposed Date of Interview: October 28, 2010 Proposed Time: 10:30AM EST (AM/PM)

**Type of Interview Requested:**

(1) ☒ Telephonic (2) ☒ Personal (3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated: ☐ YES ☒ NO

If yes, provide brief description: \_\_\_\_\_

**Issues To Be Discussed**

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>103</u>	<u>1</u>	<u>Singh, Davis &amp; Go Toast</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☒ Continuation Sheet Attached

☒ Proposed Amendment or Arguments Attached

Brief Description of Arguments to be Presented:

An interview was conducted on the above-identified application on \_\_\_\_\_.

**NOTE:** This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

David W. Foster for David Foster (65851)  
 Applicant/Applicant's Representative Signature

Examiner/SPE Signature

David W. Foster

Typed/Printed Name of Applicant or Representative

60,902

Registration Number, if applicable

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

1. (Proposed amendment) A method, implemented on at least one network device, for placing predetermined content in a result from a sponsored search, comprising:

providing at least a budget and a time interval for placing at least one bid on a keyword, wherein the at least one bid is associated with the predetermined content, and wherein the predetermined content-corresponds to the keyword;

selecting at least one of a plurality of predetermined methods for placing the at least one bid for the keyword in the result from the sponsored search, wherein the at least one selected method is enabled to optimize a plurality of separate bids for corresponding keywords, and wherein the optimization is based on an estimated number of clicks on content in the result from the sponsored search, wherein the provided budget is available for use with the at least one selected method, and wherein the at least one ~~predetermined~~ selected method divides the budget into a plurality of sub-budgets for corresponding time intervals across the provided time interval, and the at least one ~~predetermined~~ selected method optimizes a plurality of separate bids for each sub-budget and corresponding time interval with at least one of the plurality of predetermined methods;

automatically placing the at least one bid on the keyword based on the at least one selected method and the provided budget, wherein automatically placing the at least one bid includes implementing the at least one selected method that optimizes the plurality of separate bids, and wherein the optimized plurality of separate bids includes the at least one placed bid; and

displaying the predetermined content that is associated with the at least one placed bid, and wherein the at least one placed bid is the at least one bid for the keyword, and wherein the at least one placed bid is at least one bid whose value is employed to acquire placement of the predetermined content in the result from the sponsored search.